

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

No. 1512

Washington, D. C.

November 6, 1954

## N.C.A. Officers and Staff Speak at State Meetings

The National Canners Association's policies and programs were the subject of five appearances this week at three of the state association annual meetings.

President E. E. Willkie delivered the principal address November 1 at the Iowa-Nebraska meeting at Des Moines, and the Illinois Canners Association meeting November 4 at Chicago. At Des Moines, speaking on election eve, Mr. Willkie pointed out that canners have a high stake in electing free-minded administrators and legislators because there are as many as 75 different agencies of the federal government with which the canning industry has some degree of relationship during the course of a business year. Such office holders should have no affiliation with organized interests or groups, he asserted.

In Mr. Willkie's address he argued that "since we want national legislators to exercise free judgments based on a fair and informed evaluation of the facts, we of the canning industry must ourselves take positions of integrity and not solely of self-interest. The responsibility of effective and competent representation of the canning industry in our nation's capital is that of the individual canner. An industry's reputation is only as good as the reputation of its individual members."

Mr. Willkie also made a television appearance on Station WHO-TV, Des Moines, where he was interviewed by Herb Plambeck, farm program director of the station. In the interview he cited the many points of service and benefit rendered by the canning industry to both farmer and consumer.

Before the Illinois canners, Mr. Willkie stated that "the canning industry opposes the substitution of government regulation for economic law because, in its successful operation under free enterprise conditions, it has repeatedly demonstrated its ability to serve its growers and consumers well without federal direction."

As an example, he referred to a recent proposal under which the U. S. Department of Agriculture would

limit canning crop acreage on diverted acres to the 1952-53 average, as part of its effort to prevent surplus crops. He stated that the canning industry and its growers need no such bureaucratic formula, because the acreage for canning crops is determined between canner and grower in advance of the planting season.

"Should they guess wrong and a surplus develop," Mr. Willkie explained, "the canner would pay a penalty in lower prices for his canned products, and the grower's sacrifice would take the form of lower prices for his acreage the next contracting season. This canner-grower teamwork has been successful down through the

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## Milan Smith, Canner-Freezer, Named Assistant to Benson

Milan D. Smith, general manager of the Smith Canning & Freezing Company, Pendleton, Ore., and of Smith Frozen Foods (of Oregon and Idaho), has been appointed executive assistant to the Secretary of Agriculture.

Mr. Smith's appointment is effective November 1. He succeeds Lorenzo N. Hoopes, who has resigned to return to an executive position with Safeway Stores, Inc., in Oakland, Calif.

Mr. Smith has been general manager of the canning and freezing firms since 1941. He has been associated with farming and food processing and marketing activities for nearly 15 years.

In announcing the appointment, Secretary Benson stated: "In Mr. Smith we will have a man whose agricultural and management experience qualify him highly for the complex administrative position to which he is coming."

Born in Clearfield, Utah, in 1912, Mr. Smith received his early education in the schools of Davis County, Utah, and attended the University of Utah, where he studied business administration, from 1936 through 1939.

Virtually all of his working experience has been in agriculture, both in farming and in management positions in his family's food processing business.

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## Canned Foods Promotion Scheduled in February

N.C.A. has alerted all members to a forthcoming nationwide canned foods promotion, to be developed around a canned foods feature scheduled to appear in the February issue of *Seventeen* magazine.

The title of the feature, "Teen Cooks Love Canned Foods," will be the theme of the promotion, starting next February 1, with the support of *Seventeen*, the N.C.A., selected leading food chains, and public schools.

In keeping with its desire to inform canners of such promotions as far in advance as possible, N.C.A. announced the promotion this week by letter to all members, as part of the Consumer and Trade Relations program.

The early announcement will enable canners to alert their brokers immediately, and to have them pass on the information to their customers. The promotion will include all categories of canned foods. Mass displays at the point of sale will stimulate teen cooks to buy and serve the canned foods featured in *Seventeen*. Brokers will be able to arrange tie-in displays.

Full color editorial support will appear in the February issue of *Seventeen*; lesson plans and educational materials will be distributed to 16,000 home economics teachers for classroom discussions of canned foods; selected food chains will tie in; and more than a million recipe leaflets will be distributed.

*Seventeen* is the magazine of a million teen-age girls, who will become the country's major consumer group. The teen-ager helps plan 80 percent of family meals, helps prepare 90 percent of the family meals, and 48 percent personally cook family meals at least four times a week.

*Seventeen's* teen-ager is a member of the 5½ million families who are 45 percent larger than the average U. S. family and, therefore, primary consumers of the canning industry's products. The teen-ager personally spends \$2 billion family food dollars a year, and exerts a tremendous influence on all family food purchases.

### Florida Cannery Association

The Florida Cannery Association elected the following officers recently at the association's annual meeting:

President—R. C. Lewis, Bordo Products Co., Winter Haven; first vice president—Ansley Watson, Pasco Packing Co., Dade City; second vice president—E. C. Busbee, B. & W. Canning Co., Inc., Groveland; treasurer—Austin Caruso, Southern Fruit Distributors, Inc., Orlando; executive secretary—C. C. Rathbun, Tampa (re-elected).

### Iowa-Nebraska Cannery Assn.

The Iowa-Nebraska Cannery Association reelected its officers recently at the association's annual meeting:

President—Ralph Day, Marshall Canning Co., Hampton, Iowa; vice president—Fred Wright, Beaver Valley Canning Co., Grimes, Iowa; secretary-treasurer—Guy E. Pollock, Marshalltown, Iowa.

### Assn. of Pacific Fisheries

The Association of Pacific Fisheries elected the following officers recently at the association's annual convention:

President—Guy V. Graham, Libby, McNeill & Libby, Seattle; first vice president—C. F. Johnson, Port Ashton Packing Corp., Seattle (re-elected); second vice president—A. W. Brindle, Wards Cove Packing Co., Seattle (re-elected); third vice president—T. F. Sandoz, Columbia River Packers Association, Inc., Astoria, Ore. (re-elected); fourth vice president—A. R. Barthold, Alaska Packers Association, Seattle (re-elected); secretary-treasurer—E. D. Clark, Seattle (re-elected).

### Prevention of Damage to Railroad Equipment

Some railroads having the DF (damage free) type cars in operation have reported difficulty in keeping the detachable complement of the cars intact. In many instances, cross bars, door bars, and other equipment are inadvertently left on the docks of shippers and receivers.

Railroads report that this equipment is very expensive and considerable time is lost while cars remain idle awaiting replacement parts.

Railroads request canners to place the parts not used back in the cars and to arrange them so as to prevent damage.

### Milan D. Smith

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ness. He and a brother own and operate a 640-acre irrigated farm near Burley in southern Idaho. Principal crops produced have been wheat, sugar beets, potatoes, alfalfa, and dried beans. He also has been active in the management of farm land leased in northern Idaho and Oregon for the raising of green and seed peas.

Mr. Smith is currently a director of the National Association of Frozen Food Packers.

He has been instrumental in many civic affairs in Oregon and elsewhere in the Northwest. He has been a director of the Pendleton Round-up, president of the chamber of commerce and the Rotary Club of Pendleton, president of the Umatilla County Community Chest, was named First Junior Citizen of the State of Oregon for 1950, and is a member of the National Council of the Boy Scouts of America.

### Mexican Farm Labor Program

Comments regarding present methods by which Mexican nationals are recruited and employed in the United States and suggestions for modifications in the program were expressed recently by Commissioner J. M. Swing of the Immigration and Naturalization Service.

Following are excerpts from the Commissioner's remarks, made at a meeting in Dallas, Tex., on September 20, that are of interest to all employers of migrant labor:

The employment in the United States of Mexican laborers lawfully admitted temporarily for agricultural labor should be made as attractive as possible to employers and the employees by means such as (a) giving the employers the types of workers they need in the amount needed, and precisely when needed; (b) making that process as simple as possible for the employer in the United States and the applicants in Mexico; (c) making the working and living conditions of these imported workers equal to (but not superior to) domestic workers in the same job.

The practice of having the identification card, I-100, of departing laborers endorsed to show skilled or satisfactory workers, and retained by the laborer, will be continued and enlarged upon.

Mexican laborers whose identification cards are endorsed as they depart to Mexico to show that they are skilled or satisfactory workers should not be required to obtain Mexican

"permisos" in order to apply for re-recruitment; nor should they be made to channel themselves again through a recruitment center in Mexico; rather, they should be permitted to come directly to the border, preferably on notice from the employer who wants them, and all of the processing should be performed at the United States port of entry.

Heretofore, in the negotiation of an agreement with the Mexican government for the importation to the United States of Mexican nationals for agricultural labor, management to a large extent has not been represented. In view of the vital interest of management and its expressed desire for such representation, it should be granted to them.

As a long-range objective, it is believed that the United States Government gradually should recede from the practice of serving as a hiring agency procuring Mexican farm laborers for American growers. The growers prefer to do their own selecting and hiring and aver that they can do it more economically and efficiently than the government and with more satisfactory results. This would mean that the cost of recruiting would be transferred from the government to the growers. Such a method can be used successfully as has been so eminently well demonstrated during the past seven years by American growers east of the Mississippi who have dealt directly with the government of the British West Indies in procuring farm laborers for temporary services in the United States with very little and very general subsidizing on the part of the United States Government. Growers in some of the northern states probably would need some aid in obtaining workers from Mexico, but they require only about 20 percent of the total number imported.

Growers should be encouraged to band together in associations or organizations according to common interests or by area. Those groups should then send delegates to periodic growers meetings for the purpose of selecting and instructing a small panel or committee to serve (1) as a liaison in dealing with the United States and Mexican Governments; (2) as a unified control over the proposed function of management in a recruitment or hiring capacity; and (3) as a clearing house for common problems in general.

If grower recruitment is allowed, the growers would keep case files in Mexico and would make them available to the Mexican authorities. In any event, it is believed that Mexico should take more advantage of available case files kept by the Americans so that they would not have to be furnished with duplicate copies of so many papers.

## Shipments of Metal Cans

Shipments of metal cans for fruits and vegetables, fish and seafood, and meat and poultry during the first eight months of 1954 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-Aug. 1953	1954
Fruit and vegetable (including juice).....	800,007	876,006
Fish and sea food.....	72,077	74,424
Meat (including poultry).....	91,109	80,547

(short tons of steel)

## Shipments of Glass Containers

Shipments of wide-mouth and narrow-neck glass containers for food during the first eight months of 1954 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-Aug. 1953	1954
Wide-mouth food (including fruit jars and jelly glasses)...	21,029	22,070
Narrow-neck food.....	8,219	8,818

(thousands of gross)

## State Association Meetings

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years in coping with the industry's acreage problem," he asserted.

"To insist to the Department of Agriculture that the canner and his growers be allowed to plan their own production program and to assume full responsibility for errors in judgment or for surpluses arising from factors beyond their control and by the same token to resist the government's well-intended plan to substitute its judgment in these matters for those of the canner-grower team is, we believe, in keeping with the principles of independence which we in this industry so highly prize," stated Mr. Willkie.

The Information Division issued press and radio-TV releases on highlights of both Mr. Willkie's addresses to 116 Iowa newspapers, 68 Nebraska newspapers, 184 Illinois newspapers, the national and state branches of the wire services, the canning trade journals, and 39 farm directors and 107 news directors of Illinois radio-TV stations.

The new color-slide presentation of the N.C.A. Consumer and Trade Relations program also was presented at both of these meetings. At Des Moines Dr. H. L. Stier, Director of the Division of Statistics, reported on the current canned corn situation, and then showed slides making references to the manner in which individual canners can utilize the promotion effort

to sell and merchandise their own packs. The commentary on the slide presentation at Chicago was made by Guy Pollock, Secretary of the Iowa-Nebraska Cannery Association.

At the fall meeting of the Ozark Cannery Association, November 4 and 5, in Springfield, Mo., C. Meryl Sullivan, Director of the Labeling Division, discussed the present-day aids to selling of canned foods that are contained in the N.C.A. C&T.R. program, and showed how they tie into the Association's labeling program.

## Antidumping Regulations

Notice is given in the *Federal Register* of November 4 that the Commissioner of Customs proposes to redefine "fair value" for purposes of determining whether there is dumping of foreign merchandise in this country.

The proposed new regulation would define "fair value" as the price usually received by the producer for merchandise in his ordinary commercial transactions: first, the price at which such merchandise is sold for consumption in the country of exportation, or, second, the price of like articles in the country of exportation and for exportation to a third country.

The Antidumping Act of 1921, as amended, provides in section 202(a) that the mathematical calculation of dumping duty shall be based on sales of merchandise to the United States at less than foreign market value (or, in the absence of such value, than cost of production). The Act provides in section 201(a) that a finding of dumping shall be based on injury or likelihood of injury to an industry in the United States, and sales of merchandise at less than fair value.

The Commissioner of Customs explains, in connection with the proposed new definition, that a sale at less than fair value will ordinarily justify a belief that there have been, or are likely to be, sales at less than foreign market value.

## Fruit Cocktail to Canada

The supreme court of Canada has quashed an appeal by Canadian interests seeking to achieve an increase in the tariff on fruit cocktail. The action of the court leaves in effect the ruling by the Canadian Tariff Board that fruit cocktail is dutiable in Canada at 1 cent a pound under tariff item No. 106(d) instead of at 2½ cents a pound (see INFORMATION LETTER of June 12, page 219).

## International Trade Fairs

The U. S. Department of Commerce has announced an expanded world trade promotion program that calls for participation by American industry in international trade fairs as an effective way of expanding trade and stimulating employment.

The Department's Bureau of Foreign Commerce now is conducting a survey designed to elicit information on participation by U. S. companies in international trade fairs. Direct contact is being made with thousands of U. S. firms to gather pertinent information which will help the government and industry to develop impressive cooperative exhibits at selected trade fairs abroad.

The Bureau of Foreign Commerce also invites other firms, not covered in the survey, to identify themselves to the Commerce Department if they are interested in expanding their international trade by exhibiting their products abroad.

BFC has pointed out that major international exhibits have been of major importance to foreign countries as market and show places for the world's goods. Foreign buyers have been accustomed to seeking and finding sellers at international trade fairs because so many of them can be contacted in a short time in one place.

In the expanded trade fair program, the Commerce Department will maintain a strengthened information center through its International Trade Fairs Operations Division in the BFC, will furnish information to help American companies arranging for the proper trade shows, and provide other needed assistance.

## Tariffs in Mexican Free Zones

Mexico has clarified the status of fruit juices entering the free zone of Baja California and partial free zone of Sonora. According to *Foreign Commerce Weekly*, the coverage of such items on the dutiable list now specifies "canned fruit juices or nectars in containers weighing less than 17 kilograms."

A number of products were made subject to import duties in the free zone areas on May 21 of this year. In the original list of dutiable items were "canned fruit nectars of all kinds" and canned tomatoes, juice, sauces, and pastes; prepared olives in any form of container; canned hot green peppers and canned sweet peppers; canned peaches; and canned fish and shellfish similar to those produced in Baja California.



### N.C.A. Home Economist Attends National Meetings

Early in October, Katherine R. Smith, Director of the N.C.A. Home Economics Division, spent a week in New York. Several meetings of the Newspaper Food Editors Conference were attended and numerous conferences were held with food editors of magazines.

Miss Smith also attended the annual convention of the American Dietetic Association in Philadelphia the week of October 25. A record attendance of almost 4,000 was reported for the convention. In addition to dietitians and nutritionists of hospitals, state institutions, government agencies, restaurants, armed services, and other group feeding units, the meeting was attended by business home economists, food writers, text book authors, magazine and newspaper women.

### Parade Magazine

Canned foods are featured by Beth Merriman, *Parade's* food editor, in her Thanksgiving food article "New Turkey 'Trimmings'". The article will appear in the November 14 issue of the magazine.

Miss Merriman suggests a Thanksgiving menu of turkey, cranberry sauce, mashed potatoes or candied yams, hubbard squash, creamed onions, celery and olives, and pumpkin pie, giving recipes for the turkey stuffing and garnish. The "new, delicious—and easy—recipes" are savory corn stuffing, using canned corn, and spiced peaches, using canned peaches.

*Parade* is the Sunday magazine section distributed with 45 metropolitan newspapers with a circulation of over six million.

### This Week Magazine

Canned pumpkin was featured in Clementine Paddleford's "How America Eats" article entitled "Pumpkin Cookies" that appeared in the October 31 issue of *This Week* magazine.

"In Central American countries and in our own Puerto Rico, the pumpkin is commonly used as a jam-like filling for pastries, and made exceedingly sweet. Our filling uses canned pumpkin, sugar, spice; no precooking," says Miss Paddleford in her introduction to her cookie recipe. She presented the cookies as a Halloween treat, but suggested that they be used for Thanksgiving, children's parties, or teatime entertaining.

### American Home Magazine

In the November issue of *American Home* magazine, food editor Catharine Nissly presents the article "Take A Can of Tomato Sauce."

The author begins her attractively illustrated article: "When tomato sauces were homemade, their preparation required long, tedious hours, and their uses were therefore quite limited. But tomato sauce gets around much more now that it is lovingly concocted for you, its flavor captured and canned, and ready for instant release amid a cloud of spicy fragrance. In recipe-size cans, it awaits your command."

Recipes for pizza, a chicken pie, molded salad, and meat loaf using canned tomato sauce are given. Other canned foods are mixed vegetables, ripe olives, tuna, crabmeat, and lobster.

### McCall's Magazine

Helen McCully, food editor, writes, "They're quick, they're thrifty" about the recipes in her article "Canned Meat Meals" that appears in the November *McCall's* magazine.

A color photograph at the beginning of the article shows opened cans of corn and of spiced pork, with patties made from them, browning in a skillet. The six recipes given use canned frankfurters, chipped beef, Vienna sausage, corned beef hash, spiced pork, chicken, shrimp, ripe olives, tomatoes, catsup, and corn.

### Minnesota Canned Vegetables Promoted in Special Drive

A major promotion of Minnesota canned vegetables has just been completed in that state under the sponsorship of the Minnesota Cannery Association. All of the promotion efforts were centered on a "Minnesota Canned Vegetable Week," October 25 through October 30. Newspapers, radio stations and television studios were supplied with recipes, news stories, and photographs all planned to make the consumer aware that Minnesota canned vegetables are "good, versatile, healthful, and, above all, economical."

In cooperation with the Twin City Press Photographers Association, the Minnesota Cannery Association selected a queen, Dawn Joyce, who was Minnesota's representative in the Miss Universe contest. Miss Joyce appeared on television shows throughout the area, was interviewed and photographed by the newspapers, and made personal appearances in cooperating stores. Shoppers were presented with souvenir banks, whose labels urged customers to buy and eat more Minnesota canned vegetables and stressed the extra savings this would achieve for the homemaker.

Retailers were supplied with free display material—window banners, shelf talkers, and newspaper advertising mats, each piece carrying the slogan "Minnesota Canned Vegetables—Now Cost Less than 20 Years Ago."

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